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CLAIMS:

1.        A method of enabling a UPnP-compliant MediaRenderer-Control Point combination to use an organizational context of a content item as represented in a UPnP Content Directory Service, the method comprising enabling the combination to receive a URI representative of a Content Directory Service description.

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2.        The method of claim 1, comprising enabling the combination to receive the URI together with an objectID representative of the content item.

3.        The method of claim 1, comprising providing a ProtocolInfo string referring to
10     the content item and the organizational context for enabling the combination to retrieve a further URI representative of the content item for being streamed using a streaming protocol.

4.        The method of claim 3, wherein the streaming protocol is proprietary.

15  5.        An electronic device comprising a UPnP-compliant MediaRenderer-Control Point combination configured to exploit an organizational context of a content item as represented in a UPnP Content Directory Service, the device being configured to process a URI representative of the Content Directory description.

20  6.        The device of claim 5, configured to process an objectID, representative of the content item, together with the URI.

7.        The device of claim 5, configured to process a ProtocolInfo string referring to the content item and the organizational context for enabling the combination to retrieve a
25     further URI representative of the content item for being streamed using a streaming protocol.

8.        The device of claim 7, configured to implement the streaming protocol that is proprietary.

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9.          Control software for installation on a UPnP-compliant MediaRenderer-Control
Point combination for enabling the MediaRenderer to exploit an organizational context of a
content item as represented in a UPnP Content Directory Service, the software being
configured to process a URI representative of the Content Directory description.

10.          The control software of claim 9, configured to process an objectID,
representative of the content item, together with the URI.

11.          The control software of claim 9, configured to process a ProtocolInfo string
referring to the content item and the organizational context for enabling the combination to
retrieve a further URI representative of the content item for being streamed using a streaming
protocol..

12.          The control software of claim 11, configured to control to implement the
streaming protocol that is proprietary.                                        .